

ORDER



KSNW

Orders	Order / Rev:	104461	
	Alt Order #:	06832834	KSNV
	Product Desc:	DSCC IE	
	Estimate:	1407	
	Flight Dates:	10/09/12 - 10/15/12	
	Orginal Date / Rev:	07/18/12 / 07/19/12	
	Order Type:	GENERAL	
Agency	Name:	Great American Media	
	Buying Contact:		Cash
	Billing Contact:		Broadcast
		1010 Wisconsin Ave. NW	EOM/EOC
		Washington, DC 20007	15%
Advertiser	Name:	Democratic Senatorial Campaign Committee	
	Demographic:	A35+	
	Product Codes:	PLI2,PLI1	New Business Thru:
	Priority:	SELECT PRIORITY CODE	Order Separation:
	Revenue Codes:	POLITICAL/AGY, ISSUE, GEN	Advertiser External ID:
			00:15:00

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	# Spots	Gross Amount	Net Amount	Rating
10/01/12	10/15/12	130	\$105,000.00	\$89,250.00	October 2012	130	\$105,000.00	\$89,250.00	0.00
					Totals	130	\$105,000.00	\$89,250.00	0.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	130	\$105,000.00	\$89,250.00	0.00

Totals	130	\$105,000.00	\$89,250.00	0.00
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Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	28%	\$105,000.00
Market	100%	\$375,000.00

Competitive Share

CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	29%	\$108,750.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	18%	\$67,500.00
KTUD	1%	\$3,750.00
KVVU	17%	\$63,750.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	7%	\$26,250.00

Order / Rev: 104461
Alt Order #: 06832834
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Democratic Senatorial Campaign Comm
Product Desc: DSCC IE
Estimate: 1407

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 1	KSNV	10/09/12	10/15/12	M-F 5-6a WakeUp w/WagM	5-6a		MTWTF--	:30	5	\$450.00	1	0.00	NM	5 \$2,250.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/09/12 10/15/12 MTWTF-- 5 \$450.00 0.00														
E 2	KSNV	10/09/12	10/15/12	Wake Up Early w/ WagM	430a-5a		MTWT--S	:30	4	\$200.00	1	0.00	NM	4 \$800.00
WAKE UP EARLY W/THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/09/12 10/15/12 MTWT--S 4 \$200.00 0.00														
E 3	KSNV	10/09/12	10/15/12	M-F 6-7a WakeUp w/WagM	6-7a		MTWTF--	:30	5	\$700.00	1	0.00	NM	5 \$3,500.00
WAKE UP WITH THE WAGNERS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/09/12 10/15/12 MTWTF-- 5 \$700.00 0.00														
E 4	KSNV	10/09/12	10/15/12	Today Show	CM	658a-9am	MTWTF--	:30	5	\$900.00	1	0.00	NM	5 \$4,500.00
TODAY SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/09/12 10/15/12 MTWTF-- 5 \$900.00 0.00														
E 5	KSNV	10/13/12	10/13/12	News 3 Sunrise - SATURDAY	6a-7a		-----S-	:30	1	\$375.00	1	0.00	NM	1 \$375.00
NEWS 3 AT SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S- 1 \$375.00 0.00														
E 6	KSNV	10/13/12	10/13/12	Saturday Today	CM	7a-9am	-----S-	:30	2	\$625.00	1	0.00	NM	2 \$1,250.00
SATURDAY TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S- 2 \$625.00 0.00														
E 7	KSNV	10/14/12	10/14/12	News 3 Sunrise - SUNDAY	6a-7a		-----S	:30	1	\$375.00	1	0.00	NM	1 \$375.00
NEWS 3 AT SUNRISE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S 1 \$375.00 0.00														
E 8	KSNV	10/14/12	10/14/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1 \$750.00
TODAY ON SUNDAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S 1 \$750.00 0.00														
E 9	KSNV	10/14/12	10/14/12	Meet the Press	CM	8a-9am	-----S	:30	1	\$3,000.00	1	0.00	NM	1 \$3,000.00
MEET THE PRESS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S 1 \$3,000.00 0.00														
E 10	KSNV	10/14/12	10/14/12	News 3 Today Wknd	CM	9a-930am	-----S	:30	1	\$500.00	1	0.00	NM	1 \$500.00
NEWS 3 TODAY/WKEND														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S 1 \$500.00 0.00														
E 11	KSNV	10/14/12	10/14/12	Chris Matthews 9:30AM	CM	9:30a-10a	-----S	:30	1	\$600.00	1	0.00	NM	1 \$600.00
CHRIS MATTHEWS SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/08/12 10/14/12 -----S 1 \$600.00 0.00														
E 12	KSNV	10/09/12	10/15/12	M-F Today Show II 3rd HOM	9-10a		MTWTF--	:30	5	\$425.00	1	0.00	NM	5 \$2,125.00
TODAY SHOW II														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>	<u>Rating</u>				
Week: 10/09/12 10/15/12 MTWTF-- 5 \$425.00 0.00														
E 13	KSNV	10/09/12	10/15/12		CM	10am-11am	MTWTF--	:30	5	\$325.00	1	0.00	NM	5 \$1,625.00

Order / Rev: 104461
Alt Order #: 06832834
Flight Dates: 10/09/12 - 10/15/12

Advertiser: Democratic Senatorial Campaign Comm
Product Desc: DSCC IE
Estimate: 1407

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Today Show III 4th H Today 4th Hour															
TODAY SHOW III															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 14	KSNV	10/09/12	10/15/12	Rachael Ray	CM	11am-12pm	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00
RACHEL RAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 15	KSNV	10/09/12	10/15/12	Noon News	CM	12-1230pm	MTWTF--	:30	5	\$425.001	0.00	NM		5	\$2,125.00
NEWS 3 AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 16	KSNV	10/09/12	10/15/12	The Agenda 1230pm	CM	1230-1p	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00
NEWS 4: THE AGENDA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 17	KSNV	10/09/12	10/15/12	Days of our Lives	CM	1258p-2pm	MTWTF--	:30	5	\$425.001	0.00	NM		5	\$2,125.00
DAYS OF OUR LIVES															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 18	KSNV	10/09/12	10/15/12	The Doctors	CM	2pm-3pm	MTWTF--	:30	5	\$325.001	0.00	NM		5	\$1,625.00
THE DOCTORS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 19	KSNV	10/09/12	10/15/12	Dr. Phil	CM	3-4p	MTWTF--	:30	5	\$450.001	0.00	NM		5	\$2,250.00
DR. PHIL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 20	KSNV	10/09/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.001	0.00	NM		5	\$3,625.00
FIRST NEWS 3 AT FOUR															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 21	KSNV	10/09/12	10/15/12	NEWS 3 at 4 (1 HOUR)	CM	4-5pm	MTWTF--	:30	5	\$725.001	0.00	NM		5	\$3,625.00
NEWS 4 AT 430P															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 22	KSNV	10/09/12	10/15/12	M-F Early News	CM	5-630p	MTWTF--	:30	10	\$1,200.001	0.00	NM		10	\$12,000.00
EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/09/12	10/15/12	MTWTF--											
E 23	KSNV	10/13/12	10/13/12	Sa-Su Early News	CM	5pm-630pm	-----S-	:30	2	\$675.001	0.00	NM		2	\$1,350.00
KSNV EARLY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----S-											
E 24	KSNV	10/13/12	10/13/12	Weekend Jeopardy/Whe&M		630-730pm	-----S-	:30	1	\$525.001	0.00	NM		1	\$525.00
WH/JEP															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>											
		Week: 10/08/12	10/14/12	-----S-											
E 25	KSNV	10/09/12	10/15/12		CM	630-730pm	MTWTF--	:30	5	\$1,300.001	0.00	NM		5	\$6,500.00

Order / Rev: 104461 Advertiser: Democratic Senatorial Campaign Comm
Alt Order #: 06832834 Product Desc: DSCC IE KSNV
Flight Dates: 10/09/12 - 10/15/12 Estimate: 1407

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
M-F Jeop/Wheel M-F Jeopardy/Wheel of Fortune															
JEOPARDY															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/09/12	10/15/12	MTWTF--	5	\$1,300.00	0.00									
E 26	KSNV	10/09/12	10/15/12	Face to Face w/ RalstonCM	730-758pm		MTWTF--	:30	5	\$900.00	1	0.00	NM	5	\$4,500.00
Face to Face w/ J.Ralston															
FACE TO FACE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/09/12	10/15/12	MTWTF--	5	\$900.00	0.00									
E 27	KSNV	10/15/12	10/15/12	Mon PR 8-10p	CM	8-10pm	M-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Monday Prime 8-10pm															
THE VOICE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/15/12	10/21/12	M-----	1	\$4,000.00	0.00									
E 28	KSNV	10/10/12	10/10/12	Wed PR 9-10p	CM	9-10pm	--W----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Wednesday Prime 9-10pm															
LAW & ORDER															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	--W----	1	\$4,000.00	0.00									
E 29	KSNV	10/10/12	10/10/12	Wed PR 10-11p	CM	10-11pm	--W----	:30	1	\$3,200.00	1	0.00	NM	1	\$3,200.00
Wednesday Prime 10-11pm															
CHICAGO FIRE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	--W----	1	\$3,200.00	0.00									
E 30	KSNV	10/13/12	10/13/12	Sat PR 8-9p	CM	8-9pm	-----S-	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Saturday Prime 8-9pm															
NBC PRIME															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S-	1	\$1,200.00	0.00									
E 31	KSNV	10/14/12	10/14/12	NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
NFL Football															
SUN NT FB															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S	1	\$10,000.00	0.00									
E 32	KSNV	10/14/12	10/14/12	News 3 Live in Prime	CM	7-10pm	-----S	:30	1	\$1,800.00	1	0.00	NM	1	\$1,800.00
News 3 in Prime															
NEWS AFTER NFL															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S	1	\$1,800.00	0.00									
E 33	KSNV	10/14/12	10/14/12	LAW & ORDER (synd) RCM	SU	10-11p	-----S	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
Law & Order (synd) PRIME															
LAW & ORDER															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S	1	\$1,200.00	0.00									
E 34	KSNV	10/09/12	10/15/12	M-F News 3 at Eleven	CM	11pm-1135pm	MTWTF--	:30	5	\$1,200.00	1	0.00	NM	5	\$6,000.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/09/12	10/15/12	MTWTF--	5	\$1,200.00	0.00									
E 35	KSNV	10/13/12	10/13/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S-	1	\$1,100.00	0.00									
E 36	KSNV	10/14/12	10/14/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
Sa-Su News 3 at Eleven															
NEWS 3 NIGHTSIDE															
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u>															
Week:	10/08/12	10/14/12	-----S	1	\$1,100.00	0.00									
E 37	KSNV	10/09/12	10/15/12		CM	1135p-1237a	MTWTF--	:30	5	\$500.00	1	0.00	NM	5	\$2,500.00

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Advertiser: Democratic Senatorial Campaign Comm
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Estimate: 1407

KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				The Tonight Show											
				Tonight Show											
				TONIGHT SHOW W/ JAY LENO											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/09/12	10/15/12	MTWTF--		5	\$500.00		0.00			
E 38	KSNV	10/09/12	10/15/12	Late Night w/Fallon	CM	1237a-136am	MTWTF--	:30	5	\$250.00	1	0.00	NM	5	\$1,250.00
				Late Night w/Fallon											
				LATE NIGHT W/JIMMY FALLON											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/09/12	10/15/12	MTWTF--		5	\$250.00		0.00			
E 39	KSNV	10/09/12	10/15/12	Last Call w/Carson Daly	CM	136-205am	MTWTF--	:30	4	\$175.00	1	0.00	NM	4	\$700.00
				Last Call w/Carson Daly											
				LAST CALL WITH CARSON DALY											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/09/12	10/15/12	MTWTF--		4	\$175.00		0.00			
E 40	KSNV	10/13/12	10/13/12	Saturday Night Live	CM	1130pm-1:02am	-----S-	:30	1	\$1,400.00	1	0.00	NM	1	\$1,400.00
				Saturday Night Live											
				SATURDAY NIGHT LIVE											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/08/12	10/14/12	-----S-		1	\$1,400.00		0.00			
E 41	KSNV	10/14/12	10/14/12	Sports Night in Las Vegas	CM	Sun 1135p-1200a	-----S	:30	1	\$400.00	1	0.00	NM	1	\$400.00
				Sports Night in Las Vegas											
				SPORTS NIGHT IN LAS VEGAS											
					<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
					Week: 10/08/12	10/14/12	-----S		1	\$400.00		0.00			